



City of  
Leander

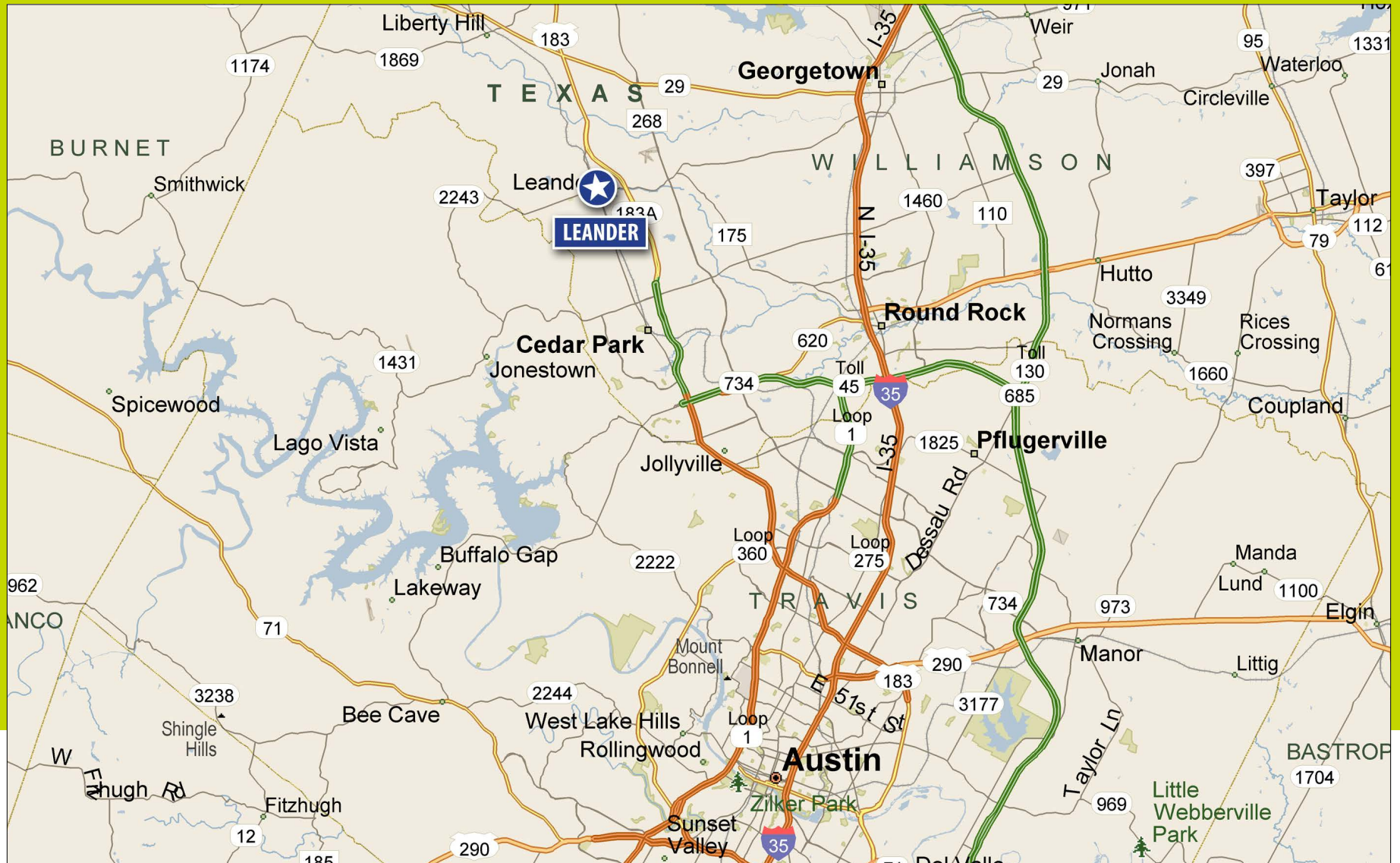
## 2013 DEMOGRAPHIC PROFILE Leander, Texas

*Prepared for  
City of Leander  
March 2013*

 **TheRetailCoach®**

## LOCATION MAP

### Leander, Texas



### Contact Information

Eric Zeno  
ezeno@leandertx.gov  
512-528-2855

Tom Yantis  
tyantis@leandertx.gov  
512-528-2732

City of Leander  
200 W. Willis  
Leander, Texas 78641

Fax 512-259-1605  
Web [www.leandertx.org](http://www.leandertx.org)



## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	35,439	
2013 Estimate	30,324	
2010 Census	26,521	
2000 Census	10,237	
Growth 2013-2018	16.87%	
Growth 2010-2013	14.34%	
Growth 2000-2010	159.07%	
2013 Est. Pop by Single Race Class	30,324	
White Alone	23,972	79.05
Black or African American Alone	1,441	4.75
Amer. Indian and Alaska Native Alone	207	0.68
Asian Alone	736	2.43
Native Hawaiian and Other Pac. Isl. Alone	29	0.10
Some Other Race Alone	2,702	8.91
Two or More Races	1,237	4.08
2013 Est. Pop Hisp or Latino by Origin	30,324	
Not Hispanic or Latino	22,305	73.56
Hispanic or Latino:	8,019	26.44
Mexican	6,488	80.91
Puerto Rican	607	7.57
Cuban	87	1.08
All Other Hispanic or Latino	837	10.44

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	8,019	
White Alone	4,629	57.73
Black or African American Alone	102	1.27
American Indian and Alaska Native Alone	90	1.12
Asian Alone	42	0.52
Native Hawaiian and Other Pacific Islander Alone	4	0.05
Some Other Race Alone	2,622	32.70
Two or More Races	530	6.61
2013 Est. Pop. Asian Alone Race by Cat	736	
Chinese, except Taiwanese	147	19.97
Filipino	97	13.18
Japanese	5	0.68
Asian Indian	227	30.84
Korean	21	2.85
Vietnamese	73	9.92
Cambodian	6	0.82
Hmong	0	0.00
Laotian	14	1.90
Thai	26	3.53
All Other Asian Races Including 2+ Category	120	16.30

## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	30,324	
Pop, Arab	101	0.33
Pop, Czech	323	1.07
Pop, Danish	127	0.42
Pop, Dutch	185	0.61
Pop, English	1,819	6.00
Pop, French (except Basque)	413	1.36
Pop, French Canadian	241	0.79
Pop, German	4,910	16.19
Pop, Greek	11	0.04
Pop, Hungarian	0	0.00
Pop, Irish	1,960	6.46
Pop, Italian	938	3.09
Pop, Lithuanian	26	0.09
Pop, United States or American	1,373	4.53
Pop, Norwegian	164	0.54
Pop, Polish	499	1.65
Pop, Portuguese	15	0.05
Pop, Russian	27	0.09
Pop, Scottish	444	1.46
Pop, Scotch-Irish	491	1.62
Pop, Slovak	1	0.00
Pop, Sub-Saharan African	313	1.03
Pop, Swedish	228	0.75
Pop, Swiss	37	0.12
Pop, Ukrainian	3	0.01
Pop, Welsh	18	0.06
Pop, West Indian (exc Hisp groups)	86	0.28
Pop, Other ancestries	12,533	41.33
Pop, Ancestry Unclassified	3,038	10.02

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	27,565	
Speak Only English at Home	22,410	81.30
Speak Asian/Pac. Isl. Lang. at Home	247	0.90
Speak Indo-European Language at Home	445	1.61
Speak Spanish at Home	4,382	15.90
Speak Other Language at Home	81	0.29
2013 Est. Population by Sex	30,324	
Male	15,021	49.54
Female	15,303	50.46
2013 Est. Population by Age	30,324	
Age 0 - 4	2,759	9.10
Age 5 - 9	2,946	9.72
Age 10 - 14	2,727	8.99
Age 15 - 17	1,554	5.12
Age 18 - 20	1,099	3.62
Age 21 - 24	1,364	4.50
Age 25 - 34	3,998	13.18
Age 35 - 44	5,369	17.71
Age 45 - 54	4,148	13.68
Age 55 - 64	2,576	8.49
Age 65 - 74	1,201	3.96
Age 75 - 84	445	1.47
Age 85 and over	138	0.46
Age 16 and over	21,334	70.35
Age 18 and over	20,338	67.07
Age 21 and over	19,239	63.44
Age 65 and over	1,784	5.88
2013 Est. Median Age	31.8	
2013 Est. Average Age	31.90	

## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	15,021	
Age 0 - 4	1,354	9.01
Age 5 - 9	1,526	10.16
Age 10 - 14	1,434	9.55
Age 15 - 17	815	5.43
Age 18 - 20	592	3.94
Age 21 - 24	712	4.74
Age 25 - 34	1,848	12.30
Age 35 - 44	2,649	17.64
Age 45 - 54	2,095	13.95
Age 55 - 64	1,243	8.28
Age 65 - 74	527	3.51
Age 75 - 84	184	1.22
Age 85 and over	42	0.28
2013 Est. Median Age, Male	30.8	
2013 Est. Average Age, Male	31.20	
2013 Est. Female Population by Age	15,303	
Age 0 - 4	1,405	9.18
Age 5 - 9	1,420	9.28
Age 10 - 14	1,293	8.45
Age 15 - 17	739	4.83
Age 18 - 20	507	3.31
Age 21 - 24	652	4.26
Age 25 - 34	2,150	14.05
Age 35 - 44	2,720	17.77
Age 45 - 54	2,053	13.42
Age 55 - 64	1,333	8.71
Age 65 - 74	674	4.40
Age 75 - 84	261	1.71
Age 85 and over	96	0.63

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	32.6	
2013 Est. Average Age, Female	32.60	
2013 Est. Pop Age 15+ by Marital Status	21,892	
Total, Never Married	4,942	22.57
Males, Never Married	2,800	12.79
Females, Never Married	2,142	9.78
Married, Spouse present	12,444	56.84
Married, Spouse absent	915	4.18
Widowed	491	2.24
Males Widowed	53	0.24
Females Widowed	438	2.00
Divorced	3,100	14.16
Males Divorced	1,136	5.19
Females Divorced	1,964	8.97
2013 Est. Pop. Age 25+ by Edu. Attainment	17,875	
Less than 9th grade	712	3.98
Some High School, no diploma	833	4.66
High School Graduate (or GED)	4,553	25.47
Some College, no degree	5,188	29.02
Associate Degree	1,569	8.78
Bachelor's Degree	3,780	21.15
Master's Degree	940	5.26
Professional School Degree	164	0.92
Doctorate Degree	136	0.76
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	3,890	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	1,008	25.91
CY Pop 25+, Hisp/Lat, High School Graduate	820	21.08
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,289	33.14
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	773	19.87

## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	11,416	
2013 Estimate	9,793	
2010 Census	8,684	
2000 Census	3,375	
Growth 2013-2018	16.57%	
Growth 2010-2013	12.77%	
Growth 2000-2010	157.30%	
2013 Est. Households by Household Type	9,793	
Family Households	7,926	80.94
Nonfamily Households	1,867	19.06
2013 Est. Group Quarters Population	1	
2013 HHs by Ethnicity, Hispanic/Latino	1,931	19.72
2013 Est. HHs by HH Income	9,793	
CY HHs, Inc Less Than \$15,000	555	5.67
CY HHs, Inc \$15,000 - \$24,999	432	4.41
CY HHs, Inc \$25,000 - \$34,999	580	5.92
CY HHs, Inc \$35,000 - \$49,999	1,498	15.30
CY HHs, Inc \$50,000 - \$74,999	2,615	26.70
CY HHs, Inc \$75,000 - \$99,999	1,863	19.02
CY HHs, Inc \$100,000 - \$124,999	1,027	10.49
CY HHs, Inc \$125,000 - \$149,999	646	6.60
CY HHs, Inc \$150,000 - \$199,999	285	2.91
CY HHs, Inc \$200,000 - \$249,999	123	1.26
CY HHs, Inc \$250,000 - \$499,999	144	1.47
CY HHs, Inc \$500,000+	25	0.26

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$78,620	
2013 Est. Median Household Income	\$67,510	
2012 Est. Per Capita Income	\$22,300	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	68,277	
Black or African American Alone	74,083	
American Indian and Alaska Native Alone	54,688	
Asian Alone	59,500	
Native Hawaiian and Other Pacific Islander Alone	93,750	
Some Other Race Alone	47,850	
Two or More Races	93,750	
Hispanic or Latino	61,841	
Not Hispanic or Latino	69,086	
2013 Est. Family HH Type, Presence Own Children	7,926	
Married-Couple Family, own children	3,907	49.29
Married-Couple Family, no own children	2,431	30.67
Male Householder, own children	302	3.81
Male Householder, no own children	116	1.46
Female Householder, own children	823	10.38
Female Householder, no own children	347	4.38



## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	9,793	
1-person household	1,436	14.66
2-person household	2,693	27.50
3-person household	2,020	20.63
4-person household	1,948	19.89
5-person household	1,019	10.41
6-person household	427	4.36
7 or more person household	250	2.55
2013 Est. Average Household Size	3.10	
2013 Est. Households by Presence of People	9,793	
Households with 1 or more People under Age 18:	5,103	52.11
Married-Couple Family	3,798	74.43
Other Family, Male Householder	294	5.76
Other Family, Female Householder	848	16.62
Nonfamily, Male Householder	156	3.06
Nonfamily, Female Householder	7	0.14
Households no People under Age 18:	4,690	47.89
Married-Couple Family	2,291	48.85
Other Family, Male Householder	104	2.22
Other Family, Female Householder	268	5.71
Nonfamily, Male Householder	1,049	22.37
Nonfamily, Female Householder	978	20.85

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	9,793	
No Vehicles	201	2.05
1 Vehicle	2,102	21.46
2 Vehicles	4,977	50.82
3 Vehicles	2,032	20.75
4 Vehicles	363	3.71
5 or more Vehicles	118	1.20
2013 Est. Average Number of Vehicles	2	
Family Households		
2018 Projection	9,248	
2013 Estimate	7,926	
2010 Census	7,023	
2000 Census	2,766	
Growth 2013-2018	16.68%	
Growth 2010-2013	12.86%	
Growth 2000-2010	153.90%	
2013 Est. Families by Poverty Status	7,926	
2013 Families at or Above Poverty	7,493	94.54
2013 Families at or Above Poverty with Children	4,829	60.93
2013 Families Below Poverty	433	5.46
2013 Families Below Poverty with Children	334	4.21
2013 Est. Pop Age 16+ by Employment Status	21,334	
In Armed Forces	9	0.04
Civilian - Employed	15,017	70.39
Civilian - Unemployed	1,147	5.38
Not in Labor Force	5,161	24.19

## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	15,156	
For-Profit Private Workers	9,827	64.84
Non-Profit Private Workers	1,205	7.95
Local Government Workers	1,507	9.94
State Government Workers	1,023	6.75
Federal Government Workers	134	0.88
Self-Emp Workers	1,434	9.46
Unpaid Family Workers	26	0.17
2013 Est. Civ Employed Pop 16+ by Occupation	15,156	
Architect/Engineer	443	2.92
Arts/Entertain/Sports	152	1.00
Building Grounds Maint	346	2.28
Business/Financial Ops	929	6.13
Community/Soc Svcs	241	1.59
Computer/Mathematical	658	4.34
Construction/Extraction	758	5.00
Edu/Training/Library	1,044	6.89
Farm/Fish/Forestry	6	0.04
Food Prep/Serving	758	5.00
Health Practitioner/Tec	724	4.78
Healthcare Support	289	1.91
Maintenance Repair	794	5.24
Legal	120	0.79
Life/Phys/Soc Science	86	0.57
Management	1,875	12.37
Office/Admin Support	2,235	14.75
Production	412	2.72
Protective Svcs	442	2.92
Sales/Related	2,072	13.67
Personal Care/Svc	267	1.76
Transportation/Moving	505	3.33

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	15,156	
Blue Collar	2,469	16.29
White Collar	10,579	69.80
Service and Farm	2,108	13.91
2013 Est. Workers Age 16+, Transp. To Work	14,884	
Drove Alone	11,840	79.55
Car Pooled	1,932	12.98
Public Transportation	170	1.14
Walked	53	0.36
Bicycle	27	0.18
Other Means	96	0.64
Worked at Home	766	5.15
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,008	
15 - 29 Minutes	4,662	
30 - 44 Minutes	4,913	
45 - 59 Minutes	1,620	
60 or more Minutes	1,073	
2013 Est. Avg Travel Time to Work in Minutes	32.21	
2013 Est. Tenure of Occupied Housing Units	9,793	
Owner Occupied	8,021	81.91
Renter Occupied	1,772	18.09
2013 Owner Occ. HUs: Avg. Length of Residence	8.9	
2013 Renter Occ. HUs: Avg. Length of Residence	5.2	



## COMMUNITY DEMOGRAPHICS

### Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	8,021	
Value Less than \$20,000	73	0.91
Value \$20,000 - \$39,999	98	1.22
Value \$40,000 - \$59,999	221	2.76
Value \$60,000 - \$79,999	151	1.88
Value \$80,000 - \$99,999	254	3.17
Value \$100,000 - \$149,999	2,966	36.98
Value \$150,000 - \$199,999	2,281	28.44
Value \$200,000 - \$299,999	1,161	14.47
Value \$300,000 - \$399,999	376	4.69
Value \$400,000 - \$499,999	256	3.19
Value \$500,000 - \$749,999	133	1.66
Value \$750,000 - \$999,999	37	0.46
Value \$1,000,000 or more	14	0.17
2013 Est. Median All Owner-Occupied Housing Value	\$155,425	
2013 Est. Housing Units by Units in Structure	10,241	
1 Unit Attached	130	1.27
1 Unit Detached	9,283	90.65
2 Units	97	0.95
3 or 4 Units	34	0.33
5 to 19 Units	153	1.49
20 to 49 Units	31	0.30
50 or More Units	46	0.45
Mobile Home or Trailer	466	4.55
Boat, RV, Van, etc.	1	0.01

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	10,241	
Housing Unit Built 2005 or later	2,663	26.00
Housing Unit Built 2000 to 2004	3,563	34.79
Housing Unit Built 1990 to 1999	2,375	23.19
Housing Unit Built 1980 to 1989	1,047	10.22
Housing Unit Built 1970 to 1979	335	3.27
Housing Unit Built 1960 to 1969	116	1.13
Housing Unit Built 1950 to 1959	17	0.17
Housing Unit Built 1940 to 1949	13	0.13
Housing Unit Built 1939 or Earlier	112	1.09
2013 Est. Median Year Structure Built	2002	



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -  
It’s not about data. It’s about your success.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
Tel 662.844.2155 | Fax 662.844.2738 | Email [info@theretailcoach.net](mailto:info@theretailcoach.net) | Web [www.theretailcoach.net](http://www.theretailcoach.net)



## Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.